

Station WVBT-TV NORFOLK, VA. Agency () GMMB Rep Firm
Advertiser () HIRSCHBIEL FOR CONG 3050 K ST NW Sales Office () PHILADELPHIA
Product PAUL HIRSHCBIEL WASHINGTON, DC 20007 Salesperson () ANJIE BRADY
Estimate# 1553 Agency C/P1/P2/E 106/113/1553 Salesperson Phone# 215-567-6005
Buyer Maura Gilroy Flight Dates 08/14/2012 - 08/20/2012 Salesperson FAX# 215-567-5938
Phone#
Fax#

--- CONTRACT COMMENT ---

CLIENT: HIRSCHBIEL FOR CONGRESS SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-F	9A-10A	NATE BERKUS	:30	\$75.00	08/14-08/17	1	1	1	\$75.00	
	2	TU-F	10A-11A	MILLIONAIRE	:30	\$75.00	08/14-08/17	2	1	2	\$150.00	
	3	TU-F	730P-8P	ACCESS HOLLYWOOD	:30	\$300.00	08/14-08/17	1	1	1	\$300.00	
	*5	TU-F	10P-1045P	LATE NEWS	:30	\$1,000.00	08/14-08/17	1	1	1	\$1,000.00	
			Station Remark: V2 REVISED TO T-WED DT PSFTBALL ON TH/FRI									
	6	TU-F	1045P-11P	SPORTSWRAP	:30	\$300.00	08/14-08/17	1	1	1	\$300.00	
	7	SA	10P-1045P	SATURDAY LATE NEWS	:30	\$700.00	08/18-08/18	1	1	1	\$700.00	
	8	SU	1045P-11P	SPORTSWRAP SUNDAY	:30	\$300.00	08/19-08/19	1	1	1	\$300.00	
	*9	TU-F	1130P-12A	30 ROCK	:30	\$150.00	08/14-08/17	1	1	1	\$150.00	
			Station Remark: V2 REV TO T-WED DT PSFTBALL ON TH/FRI									
	10	M	9A-10A	NATE BERKUS	:30	\$75.00	08/20-08/20	1	1	1	\$75.00	
	11	M	10A-11A	MILLIONAIRE	:30	\$75.00	08/20-08/20	1	1	1	\$75.00	
	12	M	730P-8P	ACCESS HOLLYWOOD	:30	\$300.00	08/20-08/20	1	1	1	\$300.00	
	13	M	10P-1045P	LATE NEWS	:30	\$1,000.00	08/20-08/20	1	1	1	\$1,000.00	
	14	M	1045P-11P	SPORTSWRAP	:30	\$300.00	08/20-08/20	1	1	1	\$300.00	

EC'd Yes Last Received: 08/08/2012 4:53 PM

Showing Buylines: All Lines

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Advertiser () HIRSCHBIEL FOR CONG 3050 K ST NW Sales Office () PHILADELPHIA
Product PAUL HIRSHCBIEL WASHINGTON, DC 20007 Salesperson () ANJIE BRADY
Estimate# 1553 Agency C/P1/P2/E 106/113/1553 Salesperson Phone# 215-567-6005
Buyer Maura Gilroy Flight Dates 08/14/2012 - 08/20/2012 Salesperson FAX# 215-567-5938
Fax# Hiatus Weeks

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*15	F	8P-9P	HOUSE	:30	\$600.00	08/17-08/17	1	1	1	\$600.00	
Station Remark: V2 NA DT PSFTBALL.MGO: 8/18 9-10P(MOBBED)												
	16	TU-F	12P-1P	AMERICA'S COURT	:30	\$100.00	08/14-08/17	1	1	1	\$100.00	
	17	M	12P-1P	AMERICA'S COURT	:30	\$100.00	08/20-08/20	1	1	1	\$100.00	

---REPORT TOTALS---

Report Totals: 17 / \$5,525.00

---SALES MONTHLY TOTALS---

Aug 12: 17 / \$5,525.00
Sales Totals: 17 / \$5,525.00
Station Totals: 17 / \$5,525.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$78,929 CATV 0% WAVY 34% WGNT 0% WPXV 0% WTKR 23%
WTVZ 2% WVBT 7% WVEC 34%

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12
Demos RA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---

CASH IN ADVANCE

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Showing Buylines: All Lines

Station	WVBT-TV NORFOLK, VA.	Agency	() GMMB	Rep Firm	
Advertiser	() HIRSCHBIEL FOR CONG		3050 K ST NW	Sales Office ()	PHILADELPHIA
Product	PAUL HIRSHCBIEL		WASHINGTON, DC 20007	Salesperson ()	ANJIE BRADY
Estimate#	1553	Agency C/P1/P2/E	106/113/1553	Salesperson Phone#	215-567-6005
Buyer	Maura Gilroy	Flight Dates	08/14/2012 - 08/20/2012	Salesperson FAX#	215-567-5938
Phone#		Hiatus Weeks			
Fax#					